

**MINUTES OF THE STRATEGIC PLAN COMMITTEE OF THE
CITY OF NORTH RICHLAND HILLS, TEXAS
HELD IN THE CITY HALL 4301 CITY POINT DRIVE
JUNE 8, 2017**

1. Call to Order

The Strategic Plan Committee of the City of North Richland Hills, Texas met on the 8th day of June, 2017 at 6:00 p.m. in the City Council Work Session Room.

Present:	Tim Welch	City Council member, Chairman
	Rita Wright-Oujesky	City Council Member, Vice Chairperson
	Tim Barth	City Council member
	Jerry Tyner	Planning & Zoning Commission
	Justin Welborn	Planning & Zoning Commission
	Amy Steele	Committee Member
	Blake Hedgecock	Committee Member
	Brent Barrow	Committee Member
	Brian Crowson	Committee Member
	Danny Beltran	Committee Member
	Karen Russell	Committee Member
	Mark Wood	Committee Member
	Skip Baskerville	Committee Member
	Tracye Tipps	Committee Member
	Lee Knight	Alternate Committee Member

Absent:	Suzy Compton	Committee Member
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Staff Members:	Paulette Hartman	Assistant City Manager
	Craig Hulse	Director of Economic Development
	Jennifer Stephens	Economic Development Specialist
	Mary Peters	Director of Communications
	Clayton Comstock	Planning Manager
	Clayton Husband	Principal Planner
	Chad VanSteenberg	Planner
	John Chapman	Planning Technician

Chairman Tim Welch called the meeting to order at 6:06 p.m.

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2. Discussion & review of the May 11, Strategic Plan meeting.

Assistant City Manager Paulette Hartman discussed the May 11 Strategic Plan meeting mobile tour of the City. Ms. Hartman also disclosed results from the meeting's survey and reviewed comments from Strategic Plan Committee Members.

Council member Dr. Tim Barth commented that the City's revitalization efforts in the southern residential areas are an impressive story.

Council member Rita Wright-Oujesky stated that it was interesting to see the City from a bus rather than driving a car.

Committee member Karen Russell asked what percentage of North Park Estates is rental properties. Ms. Hartman stated that neighborhood falls between 36% to 39% rental rate. Ms. Russell then asked if there is a policy that would only permit a neighborhood to reach a threshold of rental units. Ms. Hartman stated no, but that the city does have a rental property ordinance requiring rentals to be registered and be re-inspected for new certificates of occupancy.

3. Approve minutes of the May 11, 2017 Strategic Plan Committee meeting.

A MOTION WAS MADE BY COMMITTEE MEMBER CROWSON, SECONDED BY COUNCIL MEMBER OUJESKY TO APPROVE THE MINUTES OF THE MAY 11, 2017 STRATEGIC PLAN COMMITTEE MEETING. MOTION TO APPROVE CARRIED 14-0.

4. Presentation of the NRH Community Profile, including demographics, economic development and market trends, existing land uses and vacant land inventory, 2015 Citizen Survey results, and other information.

Assistant City Manager Paulette Hartman introduced the North Richland Hills Community Profile topics for the evening and asked Economic Development Director Craig Hulse to present the city demographics.

Mr. Hulse presented the city demographics.

Planning & Zoning Ex-Officio Justin Welborn arrived at 6:20 p.m.

Committee Member Danny Beltran asked if any other cities were recognized by Dallas Morning News. Mr. Hulse stated Allen, Frisco, McKinney were also ranked, but North

Richland Hills was the only city to be ranked from Tarrant County.

Committee Member Blake Hedgecock noticed the population percentages did not add to 100 percent for North Richland Hills.

Committee Member Brian Crowson made the comment that the daytime population in the 76182 zip code does not support sit down restaurants. Mr. Crowson also asked there was a breakdown of educational degrees compared to age cohorts. Staff remarked that they would gather this information.

Committee Member Karen Russell asked if the Asian demographic included Middle-Eastern, and Indian. Mr. Hulse replied yes.

Council Member Rita Wright-Oujesky stated that household income figures contribute to lack of sit down restaurants. Ms. Oujesky continued to state that households do not have enough disposable income to eat at sit down restaurants. Ms. Hartman stated the reason this statistic was included is to not necessarily plan to change the statistics, but to understand what the city looks like.

Ms. Hartman commented that the reason both 76180 and 76182 zip codes are shown separate was to put each into context in comparison to the city as a whole.

Mr. Hulse continued to present commercial statistics and economic development trends.

Planning Manager Clayton Comstock began the next portion of the presentation, including existing land uses.

Council Member Barth asked if there were more multifamily developments planned. Mr. Comstock stated there are future developments planned for the Transit Oriented Development and Town Center areas.

Council Member Oujesky asked for clarification on residential rental percentages. Mr. Comstock stated there is a higher rental rate in the 76180 zip code due to a much larger amount of multifamily developments.

Ms. Hartman highlighted a few statistics from the presentation and asked the Committee to think about how the city can position itself for its best possible future.

Chairman Welch commented on Dallas' redevelopment in certain areas to

accommodate Millennials.

The Committee recessed at 7:28 p.m. and reconvened at 7:36 p.m.

Public Information Officer Mary Peters presented the 2015 Citizen Survey to the Committee.

Mr. Welborn asked if there is a copy of the survey that can be provided to the Committee. Ms. Peters stated yes.

Committee Member Amy Steele asked if all residents were included. Ms. Peters stated about twenty-five percent of single family and multifamily were included. Ms. Peters stated the survey received about 950 responses with a 3.2 percent margin of error.

Council Member Oujesky asked if the survey disclosed any differences between the 2015 Citizen Survey and the 2013 Citizen Survey. Ms. Peters stated there were minimal differences between the surveys.

Mr. Welborn asked if the survey could include a question to gauge school districts. Ms. Peters stated the survey was intended to gauge City services and therefore did not include any questions about schools.

Alternate Committee Member Lee Knight asked why code enforcement services were rated so low. Ms. Hartman stated that is was likely due to the age of properties and past service delivery issues.

Chairman Welch stated that during construction of Loop 820, many of the districts with the lowest ratings in street conditions also saw the highest amount of construction traffic.

Council Member Oujesky asked if a copy of the 2015 Citizen Survey could be provided to the Committee. Ms. Peters stated yes.

5. Small Group Discussion

Planning Manager Clayton Comstock stated the Committee would not break into small groups due to the amount of time left and would instead discuss items 5.A and 5.B. as a group in the Council Work Session room.

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5.A. Discuss information discussed in the Community Profile;

Planning Manager Clayton Comstock asked the Committee what stood out the most during the presentation.

Planning and Zoning Commissioner Jerry Tyner stated that the median income statistic stood out to him and how that affects the number of sit down restaurants the city attracts. Economic Development Director Craig Hulse stated that the other side to this point is daytime population which is a key point to attract sit down restaurants.

Planning and Zoning Ex-Officio Justin Welborn stated he expects to see a higher demand to fill the last ten percent of vacant land area in the city with multifamily and mixed-use buildings.

Chairman Welch stated that Odell Street is a great example of older homes redeveloping into newer homes under current development standards.

Council Member Dr. Tim Barth asked if information was available that identified why individuals are in North Richland Hills during the daytime.

Committee Member Brian Crowson asked if a policy can be created to standardize commercial and retail cosmetic updates to ensure the update makes the building more urban and in line with current design standards.

Committee Member Amy Steele asked if improving underutilized buildings would attract a larger daytime population such as incentives. Ms. Hartman stated in general, yes, we do have upgrade standards, but the City cannot always require a business to update. Starting an incentive program would necessitate funds and grants and could be possible.

Council Member Oujesky stated the work force contributing to the daytime population does not make enough disposable income to sit down at restaurants and stated the Committee should look out for those who live in North Richland Hills.

Committee Member Brent Barrow stated the City should not look to attract more retail if the current economic trend depicts a decrease in retail space.

Mr. Comstock asked Committee Member Danny Beltran how the daytime population around NE Loop 820 and Rufe Snow affects Chick-Fil-A. Mr. Beltran stated there is more foot traffic during lunch, not breakfast or dinner.

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Committee Member Skip Baskerville asked what the next steps for this Committee will be. Mr. Comstock stated the next steps will include more discussions that will evolve from the data presented in the NRH Community Profile.

Mr. Beltran stated the perception of the south stood out even though this is the area of the city with the most retail.

5.B. Identify and discuss prime developable areas remaining in North Richland Hills; and

Due to time constraints, the Committee did not discuss this question.

5.C. Discuss upcoming 2017 Citizen Survey questions.

Planning Manager Clayton Comstock asked the Committee what question they would like to add to the 2017 Citizen Survey.

Planning and Zoning Ex-Officio Justin Welborn stated there should be a question asking about the school system because that is a big drawing factor for families even though it is not a city service.

Council Member Rita Wright-Oujesky stated that schools are very important and would also like to see a quality of school question on the next survey.

Committee Member Brian Crowson would like to ask why an individual chose to live in North Richland Hills.

Committee Member Danny Beltran said to ask, "How would you describe your city," and, "How would you want NRH to be described?"

Committee Member Mark Wood would ask, "What's the one thing you would do to improve the City?"

Committee Member Tracye Tipps would ask, "What kind of activity or experience would you like to see in North Richland Hills?" Ms. Tipps was shocked at the list of major retail stores that have declined since the early 2000's.

Regarding the Citizen Survey responses, Committee Member Karen Russell stated that there should not be a decrease in city services that are activity-related such as trails, NRH Centre, and parks. Mary Peters stated the average age of survey

respondents was 55 and perhaps caused a decrease in prioritization of those city services.

Mr. Comstock discussed what's next for the Commission.

Chairman Welch asked if North Richland Hills has a list of buildings that are vacant as well as the age of those buildings to determine how the City may be able to incentivize revitalization.

- 6. Reconvene in City Council Work Room for summary of small group discussions.**
- 7. Adjourn**

Chairman Tim Welch adjourned the meeting at 8:31 p.m.

Tim Welch, Chairman

Attest:

Chad Vansteenberg, Secretary